

Quote

the weekly digest

Volume 37—Number 1

Week of January 4, 1959



19th year of publication

QUESTING WITH

Quote

What was happening in the world 100 yrs ago? As is our custom at the beginning of a twelvemonth, we turn briefly for a look at the yr 1859:

It was in that yr that Col Edwin L Drake drilled the 1st productive oil well near Titusville, Pa. Thus he laid a firm foundation for the vast petroleum industry. Kerosene was the valued product of that day; gasoline an almost useless by-product.

Up at Salem, Mass, some 6 wks earlier, Prof Moses Gerrish Farmer rigged up a device that, in the space of half a century, was to doom Col Drake's kerosene as an illuminating fuel. In his parlor Farmer arranged a series of electric lamps; powered them by a galvanic battery.

On June 21, 1859 Andrew Lanergan, of Boston, announced a development that might eventually prove even more electrifying than Prof Farmer's electric lamps. He was granted the 1st patent ever issued on a rocket.

But no one paid much heed to Lanergan. Attention centered on Niagara Falls where, on June 30, Jean Francois Gravelet (better known as "Blondin") would cross the raging river on a tight rope. While 5,000 gaped the French daredevil, dressed in purple tights with a spangled tunic of yellow silk, walked a cable 2 inches in

diameter, stretched 158 ft in the air, with a man on his back!

In 1859, *Ave Maria*, composed by Chas Gounod, was 1st sung at a concert in Paris. The soloist: Madame Caroline Miolan-Carvalho.

And in New York, at the Academy of Music, Maurice Strakosch, theatrical impresario, presented his 17-yr-old sister-in-law in *Lucia di Lammermoor*. It was her 1st public appearance. But the audience gave the unknown singer a tremendous ovation. The world would soon come to know her as Adelina Patti.

In Savannah newspapers that summer one might read of an impending sale of slaves on the premises of Jos Bryan; the Negroes to be auctioned by families.

To wipe out this traffic in human flesh, the Abolitionist, John Brown of Osawatimie, Kansas, rode fanatically on Harper's Ferry. His declared objective: to free the nation's Negroes and establish them in an independent Negro republic. Arrested by U S troops, he was tried for his lawless act and sentenced to hang.

On his way to the gallows at Charlestown, Va, on the morning of Dec 2, 1859, John Brown looked calmly about him and to his captors said: "Ah, this is a beautiful country!"

may we QUOTE



you on that?

[1] Pres DWIGHT D EISENHOWER, in his *Christmas message*: "The U S has pledged its nat'l honor to work for peace. For us, this pledge is no less than a sacred obligation. It is freely—but not lightly—given to the nations of the world." . . . [2] Methodist Bishop G BROMLEY OXNAM, at *Fifth World Study Conf in Cleveland*: "Let us so change the planet that when our 1st visitors from Mars arrive they will find a society fit to be called the Kingdom of God." . . . [3] Dr JAS A VAN ALLEN, Univ of Iowa, *explaining dangerous radiation belts circling the earth in space*: "A man could be perfectly safe, so far as radiation is concerned, if his satellite stayed under about 500 mi's altitude, or if it went into orbit about 6,000 mi's high. In one case he would be below the lower danger zone, and in the other he would be between the 2 zones." . . . [4] Gen CHAS DE GAULLE, *announcing austerity program designed to improve France's financial status*: "We have decided, and we will put into effect, a whole series of financial, economic and social measures which will put the nat'n on a basis of truth and severity, the only basis which can permit it to bld up its prosperity." . . . [5] Adm'l BEN MOREEL (Ret), former bd chmn of Jones & Laughlin Steel, *saying "raids" on U S Treasury must be stopped*: "It is clear that the tide is running strongly against liberty thruout the U S. We must stop all further raids

on the public treasury — whether conducted by unions, businessmen, farmers, or any other groups." . . . [6]

CHEN CHENG, Nationalist China Vice-pres, *declining to say whether he'll run for president when Chiang Kai-shek steps down*: "I never make my own decisions. I only do what my country and my party want me to do. And it is too early to talk about it." . . . [7] Dr MELITTA SCHMIDBERG, N Y, exec director of Ass'n for Psychiatric Treatment of Offenders, *discussing prevalence of murder, even by children, in U S*: "Each society has the crimes it creates, condones, or fails to nip in the bud. Altho murder is punished here, it is not altogether abhorred, and it is sometimes even glorified." . . . [8] POPE JOHN XXIII, *explaining why he asked his aides to kneel before him only twice a day*: "Since I was elected to the papacy my life has been rich with consolations and humiliations. One of the humiliations is to see everyone kneel before me because of the heritage of St Peter. So I have agreed with the persons close to me that they should kneel down only twice a day, in the morning and evening, and that's all." . . . [9] Hong Kong newspaper, *describing the hula hoop*: "A sexy toy born of the hula and the belly dance."

Quote

moving finger



.....

The threat of a Labor Party in 1960, implied in Geo Meany's recent statement ("We will take the . . . step if it is forced upon us") may for all practical purposes be discounted 100%.

The prospect of any 3rd party in '60 is rather remote. If such a party should emerge it will not be launched by organized labor, nor will it offer a haven to which labor interests can repair.

Why Meany (president of AFL-CIO) should have issued his statement in the 1st place remains something of a mystery. Rarely has labor been in a sounder position with respect to support from one of the major political parties. A very substantial number of freshman Democrats (and not a few veterans as well) owe their election in part at least to the efforts of organized labor. To pull out of the Democratic Party now, when skies are serene and every prospect pleases—when labor has the assured support of clear majorities in

both houses of Congress—would be rank folly.

Labor has much to lose and nothing to gain by pursuing an independent political course. Labor mbrship is now in the range of 16-18 million, but leaders have never been able to deliver the labor vote as a unit. There is no assurance that mbrs could be herded to support labor candidates. But even a solid labor vote would not suffice to assure many elections. Moreover, there's the practical difficulty of lining up labor nominees in every political district. Many of these would be running against labor's good friends in the Democratic Party, which would make for strained relations. On the other hand, if labor failed to put up nominees at the local level, it would not be functioning as an independent political party.

In answer to this summation it will be pointed out that the Labor Party in Britain has ever been a consequential factor and has on occasion triumphed at the polls. Why should Labor here be less effective? This point we shall discuss in detail next wk.



MAXWELL DROKE, *Editor and Publisher*

W. K. GREEN, *Business Manager*

DEPARTMENT EDITORS: Richard Armour, Alice Jacobs. WASHINGTON: Leslie & Elizabeth Carpenter. FOREIGN: Alvina Brower. EDITORIAL ASSOCIATES: Ethel Cleland, Elsie Gollagher, Lucy Hittle Jackson, Emily Lotney.

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Quote

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Quote the weekly digest

'He who never quotes, is never quoted'

Charles Haddon Spurgeon



ACHIEVEMENT—1

Every man who can be a 1st-rate something—as every man can be who is a man at all—has no right to be a 5th-rate something; for a 5th-rate something is no better than a 1st-rate nothing.—J G HOLLAND, quoted in *Partners*.

ACTION—2

We have to show the world by our actions that we live up to the ideals we profess, and demonstrate that we can provide all the people in the country with the basic necessities of life, spiritually as well as materially.—ELEANOR ROOSEVELT, *On My Own* (Harper).

AGE—3

I know an 80-yr-old man, but I don't think of him as 80. He reminds me of Auber, the father of French grand opera, who in his 80th yr declared: "I am not 80, I am 4 times 20." Age seems to have quadrupled the satisfactions of his youth.—RALPH W SOCKMAN, syndicated col.

There is a fellow on our bowling team, who is surprisingly active for his 72 yrs. He has a garden, blds furniture, makes fishing tackle, and goes all over. He doesn't look a bit over 50. His zip is like a shot in the arm to everyone who knows him. One day I asked him how he managed to stay so young. "That's easy," he said, "when you start

losing interest, you begin going down the hill. Get interested in things going on around you and stay interested. It will do more for you than anything else I know."—VERNON C JOHNSON, "Seven Keys to Success on the Job," *Secretary*, 12-'58.

AUTOMOBILES—4

To any one observing the American scene from a space platform, the impact of the automobile age would be apparent. . . In one yr we make the equivalent of 31 round trips to each of the planets in the solar system, plus a side trip to the sun. The family car is the vehicle that has come closest to conquering space.—WILFRED OWEN, "Automotive Transport in the U S," *Annals of the American Academy of Political and Social Science*, 11-'58.

BEHAVIOR—5

It never pays to be too blunt with your friends. They'll think you're dull. — *Muncie (Ind) Evening Press*.

The greatest enemies of our way of life are ignorance without understanding, and knowledge without wisdom. — RUTH STOUT, "Our Neighborhood is the World," *NEA Jnl*, 12-'58.

Quote

washington

By Les & Liz
Carpenter



The Post Office Dep't will celebrate Benj Franklin's birthday on Jan 17 with appropriate ceremonies at the Benj Franklin Postal Station here.

Researching Franklin, the genius of the American Post Office, Postmaster Gen'l Summerfield recalls that in 1774 Franklin was "too much of an American" for the British Crown and so he was fired from his postal duties. Franklin's "frank" (the official signature on mail denoting that it is free) read as follows under the British: "Free B Franklin." After his dismissal from the British system, Franklin wrote his letters, "B Free Franklin."

" "

Washington's grapevine rep'ts that popular French Ambassador Herve Alphand is soon to be replaced with Phillipe de Gaulle, son of Premier Chas de Gaulle.

" "

When the Defense Dep't placed living things in its latest satellite, execs insisted on calling them "mice and primates" rather than mice and monkeys. The reason? Some people are as sentimental about monkeys as about dogs.

" "

Southern correspondent Howard (Slim) Suttle rep'ts from a visit to Mississippi that there is a movement afoot to form a 2nd party.

Quote

CHILD—Training—6

What happens to a child while being raised in the home long before school days may determine whether he is likely to be a scientist or go into some other life work, persons at the Edison Foundation Conf in Cincinnati learned. . . . Parents who want to raise their children to be scientists, Dr Anne Roe, adjunct prof of psychology, N Y Univ, advises, should refrain from: training them as overprotected "mothers' children," giving them everything they want.—*Science News Letter*.

CHILDREN—7

"Don't you have any home work tonight?" a father asked his 2nd grade son, whose eyes were glued to the tv set.

"I get all my work done in school," little Peter replied.

"Well, then," the parent persisted, "what about your catechism? Tell me why God made you."

Peter hesitated, but not for long. "God made me," he said simply, "because He likes kids." — EMILY LOTNEY.

COLLECTIVISM—8

Collectivists, from the savage Communists to the suave socialists (who are only house-broken Communists), have always planned to destroy us, not by outer attack, but by inward subversion: by confusing our minds and paralyzing our wills. They plan to subvert the mind of America by brainwashing it to believe that Gov't is to do everything and private initiative nothing; that the state is our orderly policeman from the cradle to the grave; that free enterprise is piracy and private property a sin. —Prof E MERRILL ROOT, in *Human Events*.

book briefs ...



Upon a time once, when the present Duke of Windsor was Prince of Wales he bethought himself of a great idea for one of his larger parties. He would import a magician and have him perform the famous Indian rope trick. Accordingly the prince's agents, check-books in hand, scoured the eastern area, but without avail. Nor have they been by any means the only baffled seekers after this fabled illusion.

The Indian rope trick was first reported more than 500 yrs ago by Abu Abdullah Mohammed Ibn Batuta ("The Traveler"). It still is a classic legend, but when you try to track it down it is always to be beheld extensively elsewhere.

J N Maskelyne, the English illusionist, once offered 5,000 pounds to anyone who would perform the trick; the Magic Circle has a standing offer of 1,000 pounds. Harry Houdini promised a handsome reward to the man who could do it. But the thing remains a mirage. No one, in spite of hundreds of categorical eyewitness accounts, has ever seen it; and nobody will ever see it, because it can't be done.

So asserts Will Dexter in his altogether delightful, *This is Magic* (Citadel).

" "

It was 30 yrs ago that Gluyas Williams created for the *New Yorker* a fanciful cartoon for his series of "Industrial Crises." This

Anybody who thinks you can't choose your ancestors hasn't read much autobiography.—FRANKLIN P JONES.

" "

one was titled "The Day a cake of Ivory Soap sank at Procter & Gamble's."

Well, the incident wasn't quite so fanciful as Williams imagined. One day, 15 yrs later, a woman in Springfield, Mass, mailed in a cake of Ivory to P & G. This remarkable cake glug-glugged to the bottom of the basin every time it was placed in water. The hilarious acc't of how this affront to their slogan affected Procter & Gamble execs, and what finally was done about the disastrous incident, is one of the many intriguing stories presented by Alfred Lief in "*It Floats*": *The Story of Procter & Gamble* (Rinehart).

" "

Horizons, the little magazine syndicated by Cambridge Associates, of Boston, is authority for the statement that Americans last yr bought more new books than were owned by all mankind thruout history before the 20th century.

Quote

CONFORMITY—9

We live too much in platoons; we march by sections; we do not live in our individuality enough; we are slaves to fashion in mind and heart, if not to our passions and appetites. — EDWIN HUBBEL SIMMONS, *Forbes*.

COST-OF-LIVING—10

Living costs no more than it used to, if you live as people used to.—*Indiana Telephone News*, hm, Indiana Bell Telephone Co.

ECONOMY—11

Now that businessmen are wearing a gen'l smile of relief over the fading of the recession, one is reminded of the old North Woods guide who was once asked if he'd ever been lost.

"Nope," he declared, "but I was kind of bewildered once for a couple of wks."

Like the bewildered woodsman, most business men refused to concede all was lost—and instead of running in circles, double-checked their sales and production guns in anticipation of the day business would find its way out of the woods.—*Capsuled Comments*, Ralph Ryan Adv'g, Bakersfield, Calif.

EDUCATION—12

With the continuing rise in the educational level, by 1975 more than half of the adult population will have had at least a high school education, and almost one tenth will have rec'd a college degree. Among the white male population, about one seventh will have completed college.—*Metropolitan Life*.

Quote

EDUCATION—13

College degrees are becoming increasingly important as an aid to finding a job, and requirements for a degree have correspondingly sunk lower and lower. One solution might be to award a bachelor-of-arts degree to every person when he is born.—ROB'T M HUTCHINS, pres, Ford Fund for the Republic, addressing Council of Jewish Women.

Quote scrap book

With the exception of William Shakespeare, the Scotch poet, ROBERT BURNS, born 200 yrs ago (Jan 25, 1759) probably left more quotable passages to posterity than any other man writing in the English language. Here are a typical group:

The best laid schemes o' mice
and men
Gang aft a-gley. (*To a Mouse*).

Man's inhumanity to man
Makes countless thousands
mourn. (*Man Was Made to Mourn*).

"An honest man's the noblest
work o' God." (*The Cotter's
Saturday Night*).

Oh wad some power the giftie
gie us
To see oursels as others see us.
(*To a Louse*).

EDUCATION—14

Among the few things costing more than an education today is the lack of it.—FRANKLIN P JONES.

EDUCATION—U S vs Europe—15

Critics try to compare all of our college students with all those of Europe. It can't be done. Critics disregard an important fact: In the U S, 50% of our children eventually go on to college; in Europe, only the best 5% are college trained. We can only compare the American honor students belonging to our Phi Beta Kappa Society with Europe's total enrollment. . . We must resist proposals to pattern U S schools after those of Europe. This would narrow opportunities for the great majority of U S boys and girls. — Dr HAROLD G SHANE, prof of Education, Northwestern Univ, addressing Ohio Education Ass'n.

FAMILY LIFE—16

To be happy at home is the ultimate aim of all ambition; the end to which every enterprise and labor tends, and of which every desire prompts the prosecution. — Quoted in *Good Business*.

FAMILY RELATIONS—17

Parental authority was thrown in the ash can in the yrs following War II because it was mistakenly assumed "authority" implied stern, harsh "authoritarian" attitudes. . . Some of today's most advanced research in child psychology—at the Nat'l Inst of Mental Health—is reaffirming the link between parental authority and love for children. Psychology has come to recognize that youngsters actually want authority and leadership from their parents. It makes them feel secure. They can depend on parents who love them so much they won't let them get hurt.—HOWARD WHITMAN, "Putting Parents Back in Charge," *Today's Health*, 10-'58.

GOSSIP—18

Gossip is like a muddy stream that seeks to find its own level. Sincerity and love will have no part of it.—*Defender*.

HARMONY—19

If one desires harmony within himself and harmony in his environments, he must think, act, and create the conditions which will bring about a state of harmonium.—RODMAN R CLAYSON, "Cause and Effect," *Rosicrucian Digest*, 12-'58.

HEALTH—Medicine—20

In its most basic form, group medicine is where 25 kind relatives and thoughtful friends pitch in with a cure apiece for the cold in your head.—*Wayfarer*.

IDEAS—21

What would your reaction be if a business associate told you he knew how to make a square bubble? You will probably find you don't really want to hear about such a (preposterous) idea. Our historic past is strewn with records of men scorned or persecuted for new ideas—Jesus, Columbus, Darwin, etc. (Yet) these new ideas changed the course of civilization. . . . The ideas that will carry us forward to lasting prosperity are to be found among us *today*. But to harvest such ideas, a new dimension must be added to every man's equipment—a readiness to accept ideas as startling and new as that square bubble. — *Client's Service Bulletin*, American Appraisal Co.

Quote



The Real Robinson Crusoe

Few persons realize that the famous novel by DANIEL DEFOE, paralleling the uncertainties of human life, and illustrating man's triumph over tribulation, was based on an actual experience.

Alexander Selkirk, a Scotch ship's officer, quarreled with his captain and, at his own request, was put ashore on uninhabited Juan Fernandez Island, west of Chile, where he remained 4 yrs and 4 mo's. He was rescued 250 yrs ago (Jan 31, 1709) and ret'd to England, where his story aroused much interest.

WM MINTO, in his English Men of Letters series (Macmillan), says this of the genesis of Crusoe:

The germ of Robinson Crusoe, the actual experience of Alexander Selkirk, went floating about for several yrs, and more than one artist dallied with it, till it finally settled and took root in the mind of the one man of his generation most capable of giving it a home and working out its artistic possibilities. . . . Something more was wanted than simply conceiving what a man in such a situation would probably feel and probably do. Above all it was necessary that his perplexities should be unexpected, and his expedients for meeting them unexpected; yet . . . so real and life-like that . . . we should wonder we had not thought of them before.

Quote

JUVENILE DELINQUENCY—22

The truth about this juvenile delinquency is that the normal youngster is as good or as bad as the example given — or somewhere thereabouts. — CHAS MURRAY, *Tit-Bits*, London.

KINDNESS—23

A thought with which to begin the New Yr: Kindness is the language the deaf can hear and the dumb can understand.—Pathway.

LANGUAGE—24

New word in the French dictionary: *Sex appeal*. Definition: "An American expression meaning charm."—Realities.

LEISURE—25

The notable thing about America's "leisure class" is that almost everyone belongs to it.—American Investor.

LIFE—Living—26

Life must always be a discipline; it is so dangerous that only by submitting to some sort of discipline can we become equipped to live in any true sense at all. — HAVELOCK ELLIS, English psychologist.

MAN—27

Man's greatest enigma is himself.—JAS L Malfetti, Assoc Prof of Education, Teachers College, Columbia Univ, "Human Behavior—Factor X," *Annals of the American Academy of Political and Social Science*, 11-'58.

MIND—28

The yrs only slow you down physically. They do not affect your ability to think or to imagine, or to write. On the contrary, you have a wider wisdom to draw on.—COMPTON MACKENZIE, quoted by NEIL MACNEIL, "Interview with Compton Mackenzie," *Critic*, 12-'58/1-'59.

....pathways to the past.....



Youth Wk

Jan 25—Feast of the Conversion of St Paul. . . 200th anniv (1759) b of Rob't Burns, Scottish poet. . . 140th anniv (1819) founding, by Thos Jefferson, of Univ of Virginia, at Charlottesville. (Jefferson planned the architecture; introduced the European practice of permitting student to select his studies.)

Jan 26—175 yrs ago (1784) Benj Franklin wrote his daughter, Sarah Bache: "I wish the Bald Eagle had not been chosen as the Representative of our country; he is a bird of bad moral character. Like those among Men who live by Sharping and Robbing, he is generally poor, and often very lousy. The Turkey is a much more respectable bird and withal a true original Native of America."

Jan 27—Feast of St Chrysostom. . . . 25 yrs ago (1934) columnist Walter Winchell turned in a brief, favorable item on an all-night disc jockey named Arthur Godfrey. Ensuing publicity started Godfrey on the road to riches.

Jan 28—50th anniv (1909) withdrawal of U S troops from Cuba. (This action ended our provisional gov't of the island, under Wm H Taft.)

Jan 29 — 140th anniv (1819) founding of Singapore (at tip of the Malay Peninsula) by Sir Stamford Raffles.

Jan 30—120th anniv (1839) b of Sam'l Chapman Armstrong, American educator; founder of Hampton Institute, an early school for Negroes. (Booker T Washington was a graduate.) . . . 70th anniv (1889) suicide of Crown Prince Rudolf of Austria and Baroness Marie Vetsera, in a hunting lodge at Castle Mayerling. (The frustrated love story of this pair provides the theme for the French motion picture, *Mayerling*, which introduced Danielle Darrieux to America.)

Jan 31—250th anniv (1709) rescue of Alexander Selkirk, a Scotch seaman, from an uninhabited island near Chile. Selkirk's adventures provided the plot for Dan'l Defoe's *Robinson Crusoe*. (see GEM BOX). . . 225th anniv (1734) b of Rob't Morris, Philadelphia merchant and patriot; a principal financier of the Revolutionary War. . . 25th anniv (1934) Gold Reserve Act, under which Pres Franklin D Roosevelt devalued the American dollar in its relationship to gold. (Dollar was fixed at 59.6 cts, gold value.) . . . 15 yrs ago (1944) U S soldiers landed on Kevajalein Atoll in the Marshall Islands, our 1st invasion of Japanese soil (War II).

Quote

MODERN AGE—29

There was a newly married couple down the block who split up because the husband told his wife she couldn't thaw out dinner as well as his mother.—*Indianapolis News*.

" "

The American Way: A "gracious living" sign on a new high-rent apt means one thing—"no children allowed." — DAN KIDNEY, *Scripps-Howard Newspapers*.

MONEY—30

It's true that you can't buy happiness with money, but you can't buy groceries with happiness, either.—ARNOLD H GLASOW.

NUCLEAR AGE—31

The average person is subjected to 1/10th of a rem of radiation annually. This is about the am't that has always existed from natural sources. The rise since we entered the atomic age has been insignificant. Persons actively working with radiation are subjected to 15 rems a yr—150 times the am't for the average person. But even this is not harmful. Even so, new safety devices will reduce that am't to 5 rems a yr. The only fatalities from radiation result from a great am't in a short space of time. For example, 50% of the population would die within 30 days if subjected to 500 rems in half an hr.—G HOYT WHIPPLE, ass't prof at Univ of Michigan's Public Health School, addressing American Nuclear Society conv.

PERFECTION—32

When Rolls-Royce uncorked its

Quote

recent advertising slogan reading "At 60 mi's an hr the loudest noise in this new Rolls-Royce comes from the electric clock," one of its British factory engineers refused to take the promotional claim as a compliment. His reaction: "We really must do something to improve our clock."—*Changing Times*.

PRAYER—33

While trying my luck at ice skating I fell—many times. Each time it seemed more difficult to get up, until someone yelled, "Get up on your knees first." I tried it and it worked. Later I thought—there are so many ways in which we fall and fail; what better advice than to "Get on your knees first," then pull yourself up. — ROBERTA R LASH, *Guideposts*.

PREACHERS—Preaching—34

Someone said to me after a recent sermon, "One thing I like about your sermons is that they have handles on them. A man can pick them up and carry them home with him."—HOBART D MCKEEHAN, *Church Mgt.*

PROBLEMS—35

I guess the reason we close our minds to world problems is that we'd rather have our minds at peace than the world.—THE COUNTRY PARSON, *Register-Tribune Syndicate*.

RELIGION—36

Episcopalians are simply Roman Catholics who vote the straight Republican ticket. — Judge JAS GARFIELD STEWART, former mayor of Cincinnati; Justice of Ohio Supreme Ct.



Tempo of the Times

Out in San Francisco recently Dr George Cline Smith, vice pres of the F W Dodge Corp'n, foremost statisticians of the bldg industry, told the Nat'l Ass'n of Real Estate Bds that at our present construction rate, we are replacing about 300,000 dwelling units a yr. The remainder of our residential construction goes into virgin areas not heretofore used for habitation.

At this rate, Dr Smith went on to point out to the realtors, it would take 181 yrs just to replace our present stock of housing. Obviously, houses in the 20th Century were never constructed for any such period of servitude. The simple fact of the matter, therefore, is that we are not replacing our older residences.

In some instances, to be sure, the growing needs of our mercantile establishments are usurping areas once devoted to residences. This is inevitable. But in virtually every city of the land—and even in many county-seat towns—once-desirable residential areas are withering, primarily because older houses have not been modernized or replaced.

Most of us have had the experience of being driven around a strange city. Motoring past rows of drab structures, obviously of the Teddy-and-Taft era—many of them now converted into rooming houses—our host may say apologetically, "Just a few yrs ago, this was one

of our better residential areas."

What has happened? Why have whole sections of our modern cities fallen to such low estate? What can be done about it?

The problem is a serious one, not only for the individual property owner, but for the municipality as well. Centrally-located real estate that should be steadily accelerating in value, is bringing in less and less income from taxes.

It may be argued that with the strong suburban trend, there is a sluggish demand for houses in town. If that be true it is chiefly because available town houses are obsolete, dilapidated and generally undesirable. An appealing, centrally-located house of contemporary design will find a buyer at a good price.

The problem is one that calls for co-operative action. Entire neighborhoods must work together to maintain acceptable standards. As Dr Smith has put it: "If we don't step up replacement in our older residential areas, we are going to find ourselves, on the average, more poorly housed each yr."

Quote

RELIGION—37

The modern man feels a driving need for religion only when he is assailed by serious doubts concerning his own ability to face personal problems or when events prove that he can no longer control his fate. This is the conclusion of one of America's greatest psychologists, Hadley Cantril. — TANNEGUY DE QUENETAIN, "The Springs of Man's Religious Sense," *Realites*, 12-'58.

SALESMANSHIP—38

The desire to buy is always there. Sometimes it is deeply buried and requires sharper tools to dig it out. —*Chain Store Age*.

“

I get seasick on the ocean,
Airsick flying in the blue,
And carsick every single month
The date the payment's due.

—SUZANNE DOUGLASS.

39

”

SERVICE—to Others—40

You must give some time to your fellow man. Even if it's a little thing, do something for those who have need of help, something for which you get no pay but the privilege of doing it.—ALBERT SCHWEITZER, missionary, doctor & humanitarian.

SOCIALISM—41

No gov't ever finances anything that it did not get control of. You cannot separate responsibility and power. If the gov't hands out a dollar, with it goes the implied responsibility of how it shall be spent and some influence on the life of

Quote

the recipient. — Dr ALFRED HAAKE, quoted in *Sunshine Mag.*

SPACE AGE—42

A form letter to answer queries about staking claims on the moon and other planets has been prepared by the Dep't of the Interior. In part it says: "It is not now nor has it ever been possible for anyone to make an application for or obtain the right to land on the moon or planets thru the U S Gov't." Mail of this sort has been on a steady increase since Sputnik I, the Dep't says. — *Missiles & Rockets*.

SUCCESS—43

Success isn't something that pops up like popcorn in a pan. Most of it is made up of know-how, getting along with others, gumption, and a bull-dog grit which makes a man sink his teeth into his work and keep them there.—VERNON C JOHNSON, "Seven Keys to Success on the Job," *Secretary*, 12-'58.

“ ”

To be successful yourself, you must make others successful, too. —*William Feather Magazine*.

TEACHERS—Teaching—44

The rd to becoming a great teacher is the same rd that one takes in becoming a great person. —ROBT D CROSSAN, assoc prof of Education, Long Beach (Cal) State College, "A Breath of Fresh Air," *Clearing House*, 12-'58.

“ ”

Every child has a right to success—he also has a right to failure. It is the teacher's job to try to help him strive for the right right.—ROBIN L HUNT, *Ozarkian Philosophy*.

TELEVISION—45

Television was doing fine until trigger mortis set in.—ARNOLD H GLASOW.

THOUGHT—46

I believe in reason, not because of the wisdom that men have demonstrated in the past, but because it remains man's best tool for governing himself. It is not mere chance that, whenever society is swept by some madness, reason falls as the 1st victim. Neither perfection nor utopia are within man's grasp. But if the frenzy of soaring hope can never be realized, we can also avoid the panic of plunging despair—if we learn to think our problems thru, decide what it is that we value most, and organize ourselves, both as individuals and as a nation, to see that 1st things come 1st.—BERNARD M BARUCH, *My Own Story* (Holt).

THOUGHTFULNESS—47

A thoughtful deed changes the nature of the whole day.—LEONA M LENNEMANN, "Adding Color to the Rainbow," *Secretary*, 12-'58.

VACATION—48

Rob't Q Lewis tells about a nice couple, lying on the beach in Florida, who were discussing their children back home.

"D'you realize, Harvey," breathed the woman dreamily, "this is the 1st time we've ever been away without the kids?"

"Yeah," ans'ed the husband. "I kinda miss them, Lucille . . . throw some sand in my face!"—E E KENYON, *American Wkly*.

VALUES—49

Awakening in the middle of the night to see the shadowy figure of

an intruder going thru her jewel box, Mrs Porter aroused her husband and excitedly whispered, "There's a burglar after my jewelry. Stop him!"

"Stop him?" choked the apprehensive Mr Porter. "Suppose he's armed?"

"Don't be silly," implored the worried spouse. "You're insured—the jewelry's not!" — *Arkansas Baptist*.

66

To reach Fame's eminence
sublime,
So hard a road the hero
marches
That footprints on the sands
of time
Are often marked by fallen
arches.

—GEORGIE STARBUCK GALBRAITH.
50

99

WORK—51

The greatest thing in life is the accomplishment of any task for the love of it.—MRS HAZEL STEELE, Exec Sec'y, YMCA Sioux City, Ia, "Women—Their Place in the Business World," *Secretary*, 12-'58.

" "

Two U S senators complained bitterly when hard-driving Majority Leader Lyndon B Johnson (D-Tex) kept the Senate working late recently. "What's his hurry?" asked one. "After all, Rome wasn't built in a day." The other sighed sympathetically: "Yeah, but Lyndon Johnson wasn't foreman on that job."

Quote

GOOD STORIES

you can use...



A mfr of electric light bulbs was talking to the owner of a theater. "I'd like to supply you with bulbs for your marquee," the mfr said, "and it won't cost you a cent. It will enable me to realize a life-long ambition."

"If I accept the free bulbs," the curious theater man asked, "will you tell me about this ambition of yours?"

"Sure," the man said. "It's just that I've always dreamed of seeing my lights up in names."—*Expanding Circle.* a

" "

The ace sales agent returned after 6 wks on the rd and presented his expense account to the mgr. "What's this big item here on the account?" growled the boss.

"Oh," repl'd the salesman, "that's my hotel bill."

"Well," grunted the boss, "don't buy any more hotels!"—*Oral Hygiene.* b

" "

A passenger in a plane sat relaxed at a window observing the spectacle of the heavens. Suddenly a parachutist appeared and drifted by.

"Going to join me?" cried the parachutist.

"No, I'm very happy where I am."

"Just as you like," called the parachutist, "but I'm the pilot."—*GENE YASENAK, American Mercury.* c

Quote

I Laughed At This One

T & J GOOTEY

One reason for the teacher shortage arrived home breathlessly to announce she'd rec'd the 1st of a new type of comprehensive report card in high school.

"It's got all kinds of statistics and stuff on it," she informed her mother, as she fished thru her books for the report card.

"Look at this!" she exclaimed, pointing to one of a mass of items. "They gave me an F in sex and I didn't even know I was taking it!"

" "

Mrs Orvold, 1st-grade teacher in the McFarland (Wisc) public schools, was arranging her class for dismissal at noon and liked to have each group know exactly where they were going.

"Will all the boys and girls who are going to eat in the hot lunch room program stand over here," said Mrs Orvold, as she pointed to an area in the room. "Now will the boys and girls who have their lunch in pails stand over here."

Jonny, who was patiently waiting for her to notice him finally raised his hand. "Yes, Jonny, what is it?" said Mrs Orvold.

Asked Jonny, "Mrs Orvold, where do the bags go?"—*Wisconsin Jnl of Education.* d

.....Quote-able QUIDS.....

Restaurateur Al Casper would have you believe that long, long ago when Aesop died, he went to Heaven and there became a saintly waiter.

One day, several angels were seated around a table regaling one another with stories when one beckoned to Aesop. "Come on over and tell us a Mother Goose yarn," he called.

"I'm sorry," replied Aesop coldly, "but that's not my fable."—E E KENYON, *American Wkly.*

Macpherson had invited his friend McTavish to have a drink. "Say when," he said hopefully and poured a wee drop into the glass. McTavish was silent.

Cautiously, Macpherson poured out another drop. Again silence from McTavish.

"Did you hear about the fire at George's?" said Macpherson suddenly.

"When?" asked his friend innocently.

Macpherson put the bottle down with a sigh of relief.—*L & N Mag.*, Louisville & Nashville Ry.

It sometimes comes as a surprise to adults to realize how much there is for a young boy to learn in this old world. Like a boy we know who was looking at a tv ad to encourage army enlistments. The ad mentioned that the enlistee could have a choice of the kind of service he wanted.

"Does that mean," asked the boy, "that he can be a private or a general?"—GRIFF NIBLACK, *Indianapolis News.*

The trouble with our Congress is that it can't remain calm and cool when collected. — KENNETH J SHIVELY.

It's easy to rationalize the purchase of an expensive automobile by reminding yourself that it will last you a lifetime. Besides, you'll get more for it when you turn it in on next yr's model.—HAROLD COFFIN.

Women are creatures who wrap men either around their little fingers, or around their front bumpers.—DAN BENNETT.

When a wife doesn't get her own way, she's probably a mother, too.—FRANKLIN P JONES.

Man is dust. A woman cries on his shoulder, and then he is mud.—ADRIAN ANDERSON.

What man would be without woman is certainly not aparent.—S OMAR BARKER.

One way to stop people from jumping down your throat is to keep your mouth shut. — CY N PEACE.

Nothing is as sure as shootin' in a western movie.—MAURICE SEITZER.

If you want the world to beat a path to your door, try not paying your bills.—FRANCIS O WALSH.

Quote

light armour

Richard Armour



Sobering Thought

In France they have a kind of detective bureau which stalks cognac's three public enemies—mildew, insects, and inferior wine—to insure that every bottle of cognac is worthy of its name.—News item.

I see this Gallic private eye
Who stakes his life, would rather die

Than run the very slightest chance
Of cognac that dishonors France.

I see him clad like Sherlock Holmes
As through the liquor plant he roams.

He has no gun, but fights a thriller
With insect and with mildew killer.

With these, and with a corkscrew handy,

He tracks the foes of high-grade brandy.

His eyes are keen, his tongue is keener,

And resolute is his demeanor.

Behind a cask he slyly lurks
Then, springing forward, gives the works

To thwart enemies whose crime
He thwarts just in the nick of time.

Next time I lift my cognac glass
I shall not let the moment pass
Without a toast, though guests ignore me,

To him who took a sip before me.

Quote

There was a funeral recently in the South End of London which was attended by many old time comedians who had gathered to say a last farewell to one of their mbrs. During the ceremony, one man looked up at his neighbor and asked, "Ow old are you, Charlie?"

"Ninety," repl'd the old-timer.

"'Ardly worth going 'ome, eh?"

—Atlas News, hm, Atlas Auto Finance Co. h

" "

An irate visitor dashed angrily up to the beekeeper and complained, "One of your bees stung me and I want you to do something about it." The beekeeper ans'd soothingly, "Sure, lady, you just show me which one it was and I'll punish it."—Gleanings in Bee Culture. i

" "

While teaching algebra I was trying to stress the point that unlike terms cannot be combined. I used fruits as an example and asked, "You can add one apple and one apple and get two apples, but you can't add an apple and an orange, can you?"

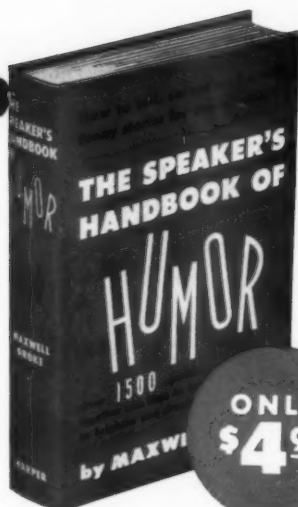
Immediately a hand went up and a boy said, "Sure! You get fruit salad."—ART CASSEL, NEA Jnl. j

" "

An elderly Scotsman concerned about the wild oats he'd sowed in younger days paid a visit to his minister. "Tell me," he asked, "will I be placed among the elect if I leave 10,000 pounds to the Free Kirk sustentation?"

"Weel," repl'd the canny clergyman, glancing around at the patched windows of the chapel, "it's an experiment worth tryin'."

—Property, syndicated by Cambridge Assoc's, Boston. k



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Quote-Utes

D BRUCE FALKEY, director, Center of Alcoholism, Cleveland, *pointing out that the New Year is a time when many make weak efforts to renounce strong drink*: "It's a sign of strength, not weakness, to seek help with drinking problems.

1-Q-t

" "

ROB'T LANDIES, personnel director, Thompson Products Co, Cleveland: "Neither a nagging wife nor a warning from the boss are likely to cure alcoholism. It requires understanding and often expert help. Many of the larger companies are establishing programs to help problem drinkers."

2-Q-t

SECOND CLASS MATTER

news of the NEW

Edited by Alice Jacobs



The New Yr is a good time to meditate over the advances of civilization in the past twelevemonth. So brace yourselves, folks, we're going to start meditating. Civilization *did* advance in '58—after all, that's the yr that brought the automatic bagel-splitter. (No matter how you split it, it's still a bagel.) And there were such wonders as the toy switchblade knife which splashes "blood."

Speaking of mink (we weren't, but we are now) in '58 you could buy Junior a mink-covered hula hoop, Mama a set of mink-trimmed clothespins, and Papa a batch of mink-trimmed golf tees. In '59,

how about giving the minks a break—sell them people-trimmed traps for mink hunters?

Then, too, '58 saw our personal favorite—the backward clock, with figures counterclockwise and the hands on backwards. We think the State Dep't *should* send these to backward countries, but they didn't ask our advice.

And, of course, the parade of musical golf balls, singing cocktail picks, and so forth went merrily on. We even heard of a door-mat that screamed "Ouch!"—but we're not vouching for that one, so please don't ask us where you can buy it!

